

# **4ECOMM Holding, LLC, Jimmie D. Maish, Jr., and Ismael Ruiz CONSENT ORDER AS TO RESPONDENT RUIZ**

**Date of Order: September 26, 2007**

**Respondents:** 4ECOMM Holding, LLC, Jimmie D. Maish, Jr., and Ismael Ruiz of Albuquerque, NM

**ALLEGATIONS:** Unlawful acts in connection with the offer or sale of securities (securities fraud)

A Notice of Intent to Invoke Administrative Sanctions was filed on March 9, 2007, alleging securities fraud arising from an investment offered by the respondents in 4ECOMM, a company organized to sell electronic and household products in third-world countries. Staff alleged the respondents misrepresented their interest in the company and the guaranteed, no-risk nature of the investment. It was further alleged that respondents omitted to disclose to an investor the true use of the investor's money.

Respondent Ruiz, without admitting or denying the allegations agreed to enter into a Stipulation for Consent Order. The Commissioner adopted the allegations as true and ordered respondent Ruiz to cease and desist from further violations of the Kansas Securities act and required restitution to the Kansas investor for \$15,000. Restitution was ordered joint and severally with the other respondents in the matter.

**Notice to Investors:** If you are not a resident of Kansas and have been affected by actions that are similar to those described in this synopsis, you should consider contacting your state securities regulator for assistance. To locate your securities regulator, go to the [North American Securities Administrators Association](#) website. If you choose to contact your state securities regulator, please inform him or her of the action taken by the State of Kansas.